



CITY OF FRISCO

6726 WALNUT STREET
FRISCO, TEXAS 75034
TEL 972.292.6500 • FAX 972.335.4091
WWW.FRISCOFUN.ORG

TO: Members of the Parks & Recreation Board

FROM: Steve Walsh, Recreation Facilities Manager

CC: Rick Wieland, Director of Parks & Recreation
John Chalfant, Athletic Center Supervisor
Stephanie Darimont, Aquatic Center Supervisor

DATE: April 2, 2009

RE: Frisco Athletic Center Monthly Report regarding Attendance, Membership Overview, Revenues & Expenditures

The end of March completes the first six months of operation at the FAC for the fiscal year. Listed below are highlights of several statistical numbers regarding the attendance, membership overview, revenue and expenditures. Additionally, the attached pages identify these categories in graphical form. I will be present at the Board Meeting to answer any questions you might have regarding this report.

MONTH OF MARCH RECAP

FAC Average Daily Attendance:

- The month of March had the most visits of any non-summer month since the facility opened in 2007 totaling more than 52,500 visits – excluding visits from people participating in our programs and classes.
- The FAC averaged 1,731 membership visits per day in March compared to 1,396 visits in the same period last year which is a 24% increase.
- The FAC has maintained an average of more than 1,700 member visits per day in January, February & March.
- March 30 was our busiest non-summer day since the FAC opened with 2,430 member visits.
- In March the FAC had 11 days with more than 2,000 member visits, which never occurred in the same period last year.
- In March the FAC had 22 days with more than 1,500 member visits, compared to 14 days in the same period last year.

FAC Membership Overview – Members:

- Total members as of March 31 were 13,078; compared to 13,051 in the same period last year which is a negligible increase.
- Of the total listed above, 6,773 members hold an Annual Membership and 6,305 members hold a Monthly Membership.

FAC Membership Overview – Accounts:

- Total membership accounts as of March 31 were 4,151; compared to 3,811 in the same period last year which is an 8% increase.
- Of the total listed above, 1,870 accounts are Annual Memberships and 2,281 accounts hold Monthly Memberships.



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FAC Revenue:

- The total revenue for the FAC in March was \$290,001; compared to \$277,095 earned in the same period last year which equals a 4% decrease.
 - Membership Management revenue in March was \$190,080; compared to \$168,663 earned in the same period last year which equals an 11% increase.
 - Program Services revenue in March was \$99,921; compared to \$108,432 earned in the same period last year which equals a 9% decrease.

FAC Expenditures:

- The total expenditures for the FAC in March was \$233,624; compared to \$245,198 in the same period last year which equals a 5% decrease.
 - Membership Management expenditures in March was \$156,052; compared to \$175,565 in the same period last year which is a 13% decrease.
 - Program Services expenditures in March was \$77,572; compared to \$69,633 in the same period last year which is a 10% increase.

SIX MONTH RECAP FOR FISCAL YEAR 2009

FAC Revenue:

- The total revenue for the FAC in the first half of the fiscal year was \$1,832,350; compared to \$1,861,406 in the same period last year which equals a 2% decrease.
 - Membership Management revenue was \$1,322,050; compared to \$1,530,522 in the same period last year which equals a 16% decrease.
 - Program Services revenue was \$510,300; compared to \$330,884 in the same period last year which equals a 35% increase.

FAC Expenditures:

- The total expenditures for the FAC in the first half of the fiscal year was \$1,279,651; compared to \$932,209 in the same period last year which equals a 27% increase.
 - Membership Management expenditures was \$1,107,601; compared to \$888,324 in the same period last year which equals a 20% increase.
 - Program Services expenditures was \$338,890; compared to \$180,060 in the same period last year which equals a 47% increase.
- As mentioned previously and more importantly as planned for in the initial budgeting process, expenditures are higher this year compared to last year for the following reasons:
 - Additional staffing levels that was not present last year in the Fun Club, Zone, Front Desk Birthday Parties and Management. These positions were added over the last 12 months to better serve our members due to the significant interest and use of the facility.
 - Expenses involved with executing many of our programs and classes. Remember, last year many of our programs and classes did not commence until the beginning of the year due to the preparation of opening the facility.
 - Also, some of the expenditures from last year during this period were the financial responsibility of the contractor.



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OVERVIEW:

The FAC is on track to achieving several of our primary goals:

- Providing an excellent facility which caters to our citizens and members' fitness, recreational, educational and wellness goals.
 - As shown in these reports, more of our citizens are utilizing the facility than compared to last year; and more offerings are available through our programs and classes.
- Achieving a 100% cost recovery status as not to burden the city's General Fund to support the maintenance and operations required for the FAC.
 - Through the first six months of our fiscal year, the financial aspect of FAC remains successful. The FAC is ahead of our budgeted revenue goals and below our budgeted expenditures.
 - As always, staff will continually evaluate the financial status of the facility. Factors including the economy and expected busy summer months will be closely monitored and evaluated to determine any impact to our financial goals.
- Lastly, staff continues to focus on providing excellent customer service which our citizens and members should expect, and to provide a clean and safe facility. Staff is grateful for the opportunity to serve our citizens, members and guests.